

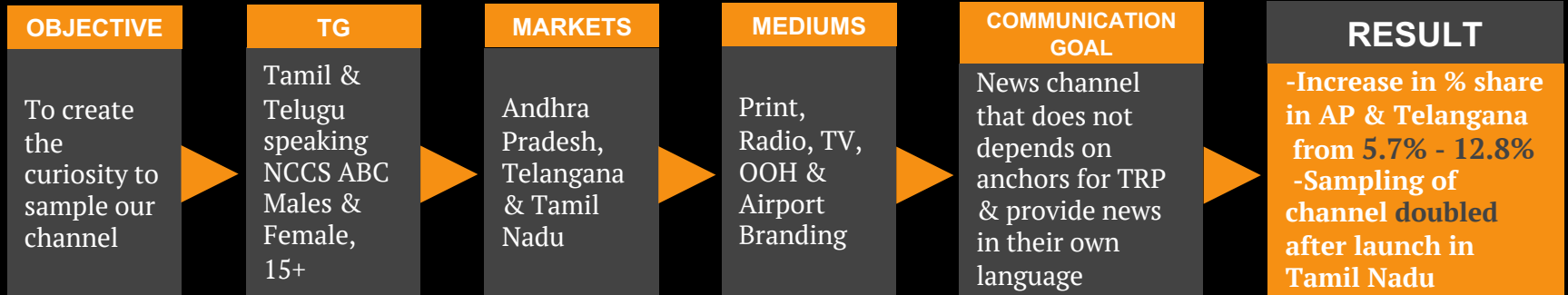


Path Breaking Marketing Campaign

ZEE HINDUSTAN SOUTHERN LAUNCH



Creatives main communication is that viewers don't need anchors anymore, because an unbiased anchorless news channel has been launched in their own language. Guerilla tactics were used for marketing where famous anchors from those markets were depicted in the ads.



No matter where we are
what we are doing
news is something
that keeps us connected.

A piece of **news**
keeps us aware about
what is happening around us.

And with the launch of ZEE Hindustan Anchorless News Channel #KhabreinKhudBolengi... in 2018

ZEE Hindustan revolutionized the way of consuming news.

**ZEE Hindustan is now ready
to be the only channel
to provide news in your
own language.**

First ever multilingual news channel.

CHALLENGE

News market in AP, Telangana and Tamil Nadu are one of the most competitive markets with presence of numerous regional news channels. Also as per our research, viewers in those markets take huge pride in their language and it was almost impossible for a national news channel to come in notice of local viewers.

OBJECTIVE

To create awareness among the local viewers of AP, Telangana & Tamil Nadu market and to create the curiosity to sample our channel

Communication Goal

“

ZEE Hindustan wanted to differentiate itself from the cluttered TRP-chasing news channels with a perception of a bold news channel that does not depend on anchors for TRP and will provide news to viewers in their own language

INSIGHTS

- ▣ Tamil & Telugu markets are the one of the most news consuming markets
- ▣ It has very high literacy rate & a well informed audience

But, what will be right way to attract
eyeballs in the Southern Market
towards our **anchorless, unbiased** and
uncolored news?

REASONS TO BELIEVE

- An anchorless channel that will provide unbiased news to the audience
- Being in Tamil & Telugu, it will help a consumer to understand the very essence of any national news
- It celebrates the diversity of the nation and various parts of this nation will watch one content/news in their respective languages
- Being anchorless channel it will have more content, videos & stories through which viewers will make their own opinion

**Hence, we travel further and present to
you...**

#KhabreinKhudBolengi

in Tamil and Telugu

MEDIA STRATEGY



PRINT MEDIA

RADIO PLAN

DIGITAL AND
SOCIAL
MEDIA PLAN

OOH MEDIA

AIRPORT
BRANDING

TV
BRANDING

A combination of media, message and guerilla tactics was used to set out to launch a first of its kind news channel in the most competitive markets

- ▣ A message was established through High visibility TVCs on ZEE group channels like ZEE Tamil & ZEE Telugu
- ▣ Print ads on the front page of major newspapers like Sakshi, Dinamalar, TOI & Deccan Chronicle
- ▣ Radio Ads on top 3 radio stations of both markets which included Radio Mirchi, Red FM & Hello FM
- ▣ The OOH Sites were strategically chosen at the most visible and populated areas of major districts in all 3 states
- ▣ B2B Articles by major media publishers

CREATIVES

ZEEHINDUSTAN

மங்கிவிட்டது
GUNASEKARAN-இன் குரல்

ASHOKA கின் ஆயுத எழுத்திற்கு முற்றுப்புள்ளி

KARTHIGAICHELVAN இனி பழைய தலைமுறையாகி விடுவார்

ZEEHINDUSTAN | நெறியாளர்களுக்கு இடமில்லை! செய்திகள் நேராக இனி உங்கள் செவிக்கு வந்து சேரும் ஏனெனில் நீங்கள் கியாமானவர்கள்

நாட்டின் நெறியாளரற்ற முதல் நடுநிலை செய்தி சேனல் - ஜீ இந்துஸ்தான் இப்போது தேசிய செய்திகள் நமது தமிழில்

தமிழை நேரடி செய்தி உங்கள் திரைப்படம் உங்கள் மொழி பட்டாளம் பங்கிட்டுக்கிறது

zeehindustantamil.in

AVAILABLE ON ALL LEADING DTH & CABLE NETWORKS
DTH: Airtel 319 | Tata Sky 520 | Dish TV 687 | Sun Direct 577 | MSO: Axxess 319 | Sky 520 | TCS 362 | Jax Communication 636

RAJINI வின் ஸ்டூட்... வின் டீசர் அணிவகுப்பு!

KSR ஐ அடக்கிச் செல்! பிசஸ் பிசஸ் லீட் ஸ்டார்!

MURTHY ஐயுடைய அணிவகுப்பு!

ZEEHINDUSTAN | அப்புடைய அணிவகுப்பு லீட் ஸ்டார் அணிவகுப்பு லீட் ஸ்டார்

சென்னை வரலாற்று அணிவகுப்பு லீட் ஸ்டார் அணிவகுப்பு லீட் ஸ்டார்

zeehindustantelugu.in

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இப்போது தேசிய செய்திகள் நமது தமிழில்

ZEEHINDUSTAN

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RK விகேட் காமென்ட்ஸ் டீலர்ஷிப்

ZEEHINDUSTAN | அப்புடைய அணிவகுப்பு லீட் ஸ்டார் அணிவகுப்பு லீட் ஸ்டார்

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Meaning of Creatives (Communication)

- The main idea was to convey that **“anchors are not needed anymore because now an unbiased anchorless news channel has been launched in your own language”**
- These ads pointed out famous anchors & their shows from Tamil & Telugu market to convey the message

The common lines in all creatives were following:



The graphic is a promotional poster for ZEE HINDUSTAN Tamil. It features a dark background with several text elements in Tamil and English. At the top, there are three banners: the first says 'மங்கிவிட்டது GUNASEKARAN-இன் குரல்' (Gone is the voice of GUNASEKARAN), the second says 'ASHOKA வின் ஆயுத எழுத்திற்கு முற்றுப்புள்ளி' (End of the word of ASHOKA), and the third says 'KARTHIGAICHELVAN இனி பழைய தலைமுறையாகி விடுவார்' (KARTHIGAICHELVAN will now be of the old generation). Below these is the ZEE HINDUSTAN logo. To the right of the logo, there is a text block: 'நெறியாளர்களுக்கு இடமில்லை! செய்திகள் நேராக இனி உங்கள் செவிக்கு வந்து சேரும் ஏனெனில் நீங்கள் விவரமானவர்கள்' (No place for ideologues! News will now come straight to your ears because you are informed). Below this, there is a line of text: 'நாட்டின் நெறியாளற்ற முதல் நடுநிலை செய்தி சேனல் - ஜீ இந்தஸ்தான்' (The first ideologue-free news channel - Zee Hindustan). Below that, it says 'இப்போது தேசிய செய்திகள் நமது தமிழில்' (Now national news in our Tamil). At the bottom, there is a line of text: 'தமிழை தேர்வு செய்ய உங்கள் ரிமோட்டில் உள்ள மொழி பட்டனை பயன்படுத்தவும்' (To select Tamil, use the language button on your remote). At the very bottom, there is a line of text: 'zeehindustantamil.in'. At the bottom left, there is a line of text: 'AVAILABLE ON ALL LEADING DTH & CABLE NETWORKS'. At the bottom right, there is a line of text: 'DTH: AIRTEL 319 | TATA SKY 529 | DISH TV 667 | D2H 301 | SUN DIRECT 577 | MSO: ARASU 319 | SCV 1398 | TCCL 302 | JAK COMMUNICATION 638'.

Now news will speak for itself without anchors, because our viewers are smart

ZEE Hindustan, first ever anchorless news channel

Now also in Tamil

Click on the language button in your remote to change language

CREATIVES IN TAMIL (Meaning)



Insight for ads:

- Gunasekaran (Chief Editor of News 18 Tamil) – Popular show name – Kaalaththin Kural which means “the voice of the period”
- Karthigaichelvan – His channel name Puthiya Thalaimurai which means “New Generation Media”
- Ashoka Varshini – Popular show name – “Aayuda Exuthu” which is a thirteenth letter of Tamil Alphabets



Meaning of Ads :

- Gunasekaran’s voice faded out!
- Karthigaichelvan will become old generation
- Full stop to Ashoka’s Aayudu Ejuthu



மங்கிவிட்டது GUNASEKARAN-இன் குரல்

ASHOKA வின் ஆயுத எழுத்திற்கு முற்றுப்புள்ளி

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தமிழை தேர்வு செய்ய உங்கள் ரிமோட்டில் உள்ள மொழி பட்டனை பயன்படுத்தவும்

zeehindustantamil.in

AVAILABLE ON ALL LEADING DTH & CABLE NETWORKS
DTH: AIRTEL 319 | TATA SKY 520 | DISH TV 657 | D2H 901 | SUN DIRECT 677 | MSO: ARASU 319 | SCV 1398 | TCCL 382 | JAK COMMUNICATION 638

CREATIVES IN TELUGU (Meaning)



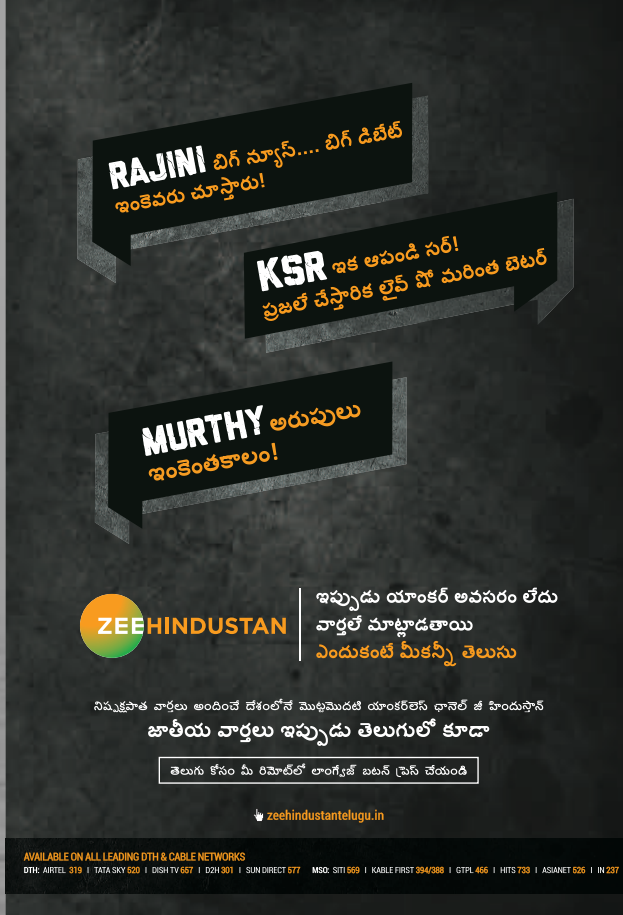
Insight for Ads:

- Rajinikanth - Show Name – Big News, Big Debate
- KSR – He is famous for doing Live show
- Murthy is known for shouting during his show



Meaning of Ads:

- KSR, please stop Sir, because viewers will now do live show better
- Now who will watch, RAJANI BIG NEWS...BIG DEBATE
- Murthy's yelling will not be there for longer



RAJINI చిగ్గ న్యూస్..... చిగ్గ డిబేట్
ఇంకెవరు చూస్తారు!

KSR ఇక ఆపండి సర్!
ప్రజలే చేస్తారేక లైవ్ షో మరింత బెటర్

MURTHY అరుపులు
ఇంకెంతకాలం!

ZEEHINDUSTAN | ఇప్పుడు యాంకర్ అవసరం లేదు
వార్తలే మాట్లాడతాయి
ఎందుకంటే మీకన్నా తెలుసు

నిష్పక్షపాత వార్తలు అందించే దేశంలోనే మొట్టమొదటి యాంకర్లెస్ ఛానెల్ కే హిందుస్తాన్
జాతీయ వార్తలు ఇప్పుడు తెలుగులో కూడా

తెలుగు కోసం మీ రిమోట్లో లాంగ్ ప్రిస్ బటన్ పైన చేయండి

zeehindustantelugu.in

AVAILABLE ON ALL LEADING DTH & CABLE NETWORKS
DTH: Airtel 519 | Tata Sky 620 | Dish TV 667 | D2H 301 | Sun Direct 577 | MSO: Sify 669 | Kable First 394/398 | GTPL 466 | HTS 723 | Asianet 626 | IN 237

OOH



RADIO SCRIPT



Script – 5 ----- 30 Seconds –

This script was converted Telegu & Tamil

Watching Television –

Channel 1 – (yells) You have to tell the truth, The Nation is listening,

MVO – Oho... It's too loud...

SFx – Switches Channel

Channel 2 – This news has come from our sources, & I think this is true..

MVO – There is no one channel that tells a news & not opinions..

SFX – Switches Channels..

FVO from TV – don't listen to the yellings, Listen to India's first Anchor less – only News

Channel – Zee hindustan launching on 10th November on Airtel at 319, Dish TV at 657, Arasu at 319, D2H at 301, Tata Sky at 520 and on all other leading networks..

MVO tail - National News now in telegu (జాతీయవార్తలు ఇప్పుడు తెలుగులో కూడా) on Zee

Hindustan - Ab anchor nahi, khabrein khud bolengi, kyuki aap samajhdaar hai

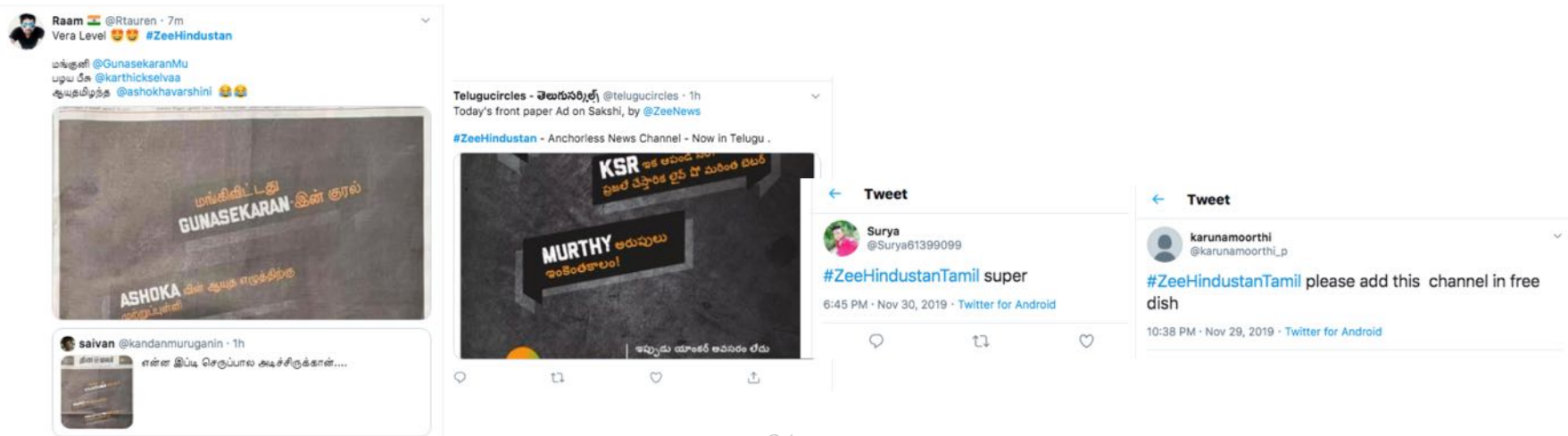
Media Vehicles

Elements	Partners	Remarks
ZEE Channels	ZEE Tamil & ZEE Telugu	30 days campaign with total 900 + promos & 27000+ seconds
ZEE Media Channels	ZEE Hindustan	900 + promos for 60 days
Print Ad	Sakshi, TOI, Deccan Chronicle & Dinamalar	Full jacket page - Total 5 insertions
Radio	Radio Mirchi, Hello FM & Red FM	15 days campaign with total 6000+ spots promos & 1.8 Lakhs+ seconds of presence across all channels
OOH	Tamil Nadu, Telangana & AP	Total 60 sites
B2B Articles	E4M, Bestmediainfo, Daily Hunt, etc.	7 articles were published

30 days long dedicated campaign to disseminate a strong message of delivering **unbiased news** now in your own language

Media Effectiveness

Combining media, message and guerrilla tactics, the campaign went viral and gave us mileage far beyond our media spends. Without any spends on digital, the idea took the medium by storm.



Media Effectiveness

Viewers started taking pictures of the print ad and posting it on the social media platforms. Many of them even started a meme war, some against these anchors and some in support of them. But any how we were getting the limelight of people that too in the most difficult market for a relatively new channel like us

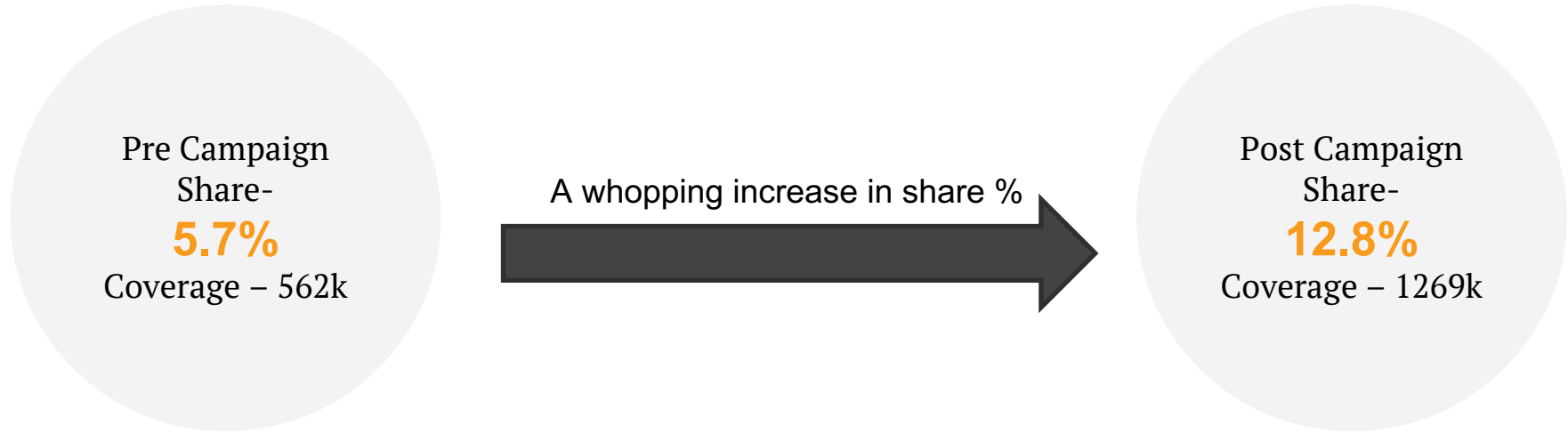


Media Effectiveness

Created Buzz among opinion makers



Impact on Share % Telangana & Andhra Pradesh



ZEE Hindustan is now among **top 4** national news channels watched in Telangana and Andhra Pradesh, up from 6th rank before launch

Source: BARC; Market : AP / Telangana; TG 15+ All; week on week avrg

Impact on Coverage of Tamil Nadu

Pre Campaign
Coverage –
167k

Sampling by viewers doubled after launch



Post Campaign
Coverage –
324k

ZEE Hindustan is now among **top 3** national news channels watched in Tamil Nadu

After launch campaign, we continuously keep engaging our viewers from Tamil & Telugu market with various moment marketing and activities.

Various engagement activities & creatives around important days like birthday of Rajinikanth, Venkatesh and around festivals like Pongal, Bhogi Festival and many more are being done to create brand loyalty & further engagement



Along with the main communication, creatives have common lines that communicate the channel's stand – “ZEE Hindustan an anchorless channel which is now in your own language”, so if viewers came across it several times, it will register into their minds



Pongal



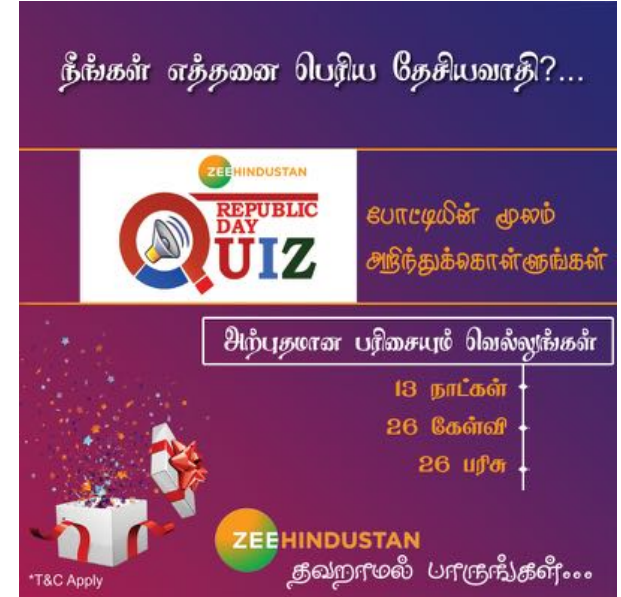
Kanuma



Bhogi Celebration

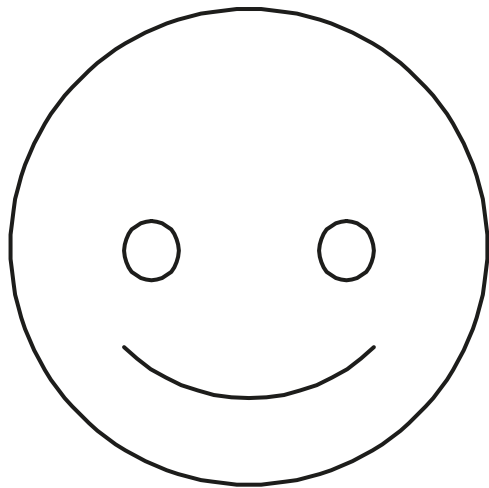


Jalikattu



Republic Day

In the news industry, which is always conventional, we took a risk & did a fearless marketing just like our news content and our innovation.



THANK YOU!

